



Brand Development
Public Relations
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ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

AUGUST 2015

TO: Carol Schatz, Suzanne Holley, Henna Sherzai

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Provide media relations support to the DCBID'S events.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.

Non-
responsive

- [REDACTED]

PUBLIC RELATIONS

6254(k)
privacy

- **INTERVIEW REQUEST: New York Times**
On 8.05, Client forwarded to Agency a media inquiry from a reporter at the New York Times who is interested in covering what's going on in downtown LA. Upon receiving Client approval, Agency coordinated and secured interview date and time in addition to drafting messaging and sent to Client for review on 8.18. Client provided a few additional message points for Agency to incorporate, although Agency advised that [REDACTED]
[REDACTED] The interview occurred via phone call on 8.18.

On 8.21, Agency reached out to Client for additional information at the reporter's request to supplement the story. Client compiled the information requested and provided to Agency on 8.24. After careful review, Agency determined that the information contained data from Beacon that should be approved by Beacon prior to sending to reporter. Beacon approved Client's use of information provided proper attribution was given to the company. Agency forwarded submission to the reporter on 8.27. Agency to monitor for publishing.

Status: Interview complete. Supplemental data submitted. Agency to monitor for publishing.



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- **Big Belly Press Release**

On 8.20, Client forwarded Agency the Big Belly vendor's announcement release regarding the second round of solar belly installations for review and feedback. Agency reviewed the press release, made recommended revisions; added a quote from Carol; and sent to Client for review and use with vendor.

Initial Media Coverage:

Environmental Leader.com

9.02.15

Status: Complete. Agency to continue monitoring for media coverage.

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Evid. Code
s. 1040

- [REDACTED]

- **MEDIA REQUEST: Los Angeles Magazine**

Per Client request on 8.10, Agency reached out on behalf of Client to a reporter at Los Angeles Magazine regarding a feature on each neighborhood's SnapChat Geofilter and with a particular interest in DTLA's. The reporter followed up with Agency on 8.11 requesting further information to supplement the story. After Agency relayed the additional questioning from reporter to Client, it was discovered that the DCBID did not have an involvement with the Geofilter specifically and therefore would not proceed with the interview opportunity.

Status: Complete.

- **Summer in the City Press Release**

Upon receiving information on the 'Summer in the City' campaign, Agency drafted a press release and began pitching / distribution upon Client approval. On 8.04, Agency received interested from the Los Angeles editor at Mommy Nearest, a national blog and smart phone app centered on family friendly events and trends, who was interested in writing a feature an obtaining imagery to supplement. Upon receiving pictures from Client, Agency forwarded the imagery to the editor on 8.05. The feature published on 8.10 and although it did not reference the DCBID specifically, the story did promote all of the Summer in the City events.

Media Coverage

Mommy Nearest

8.10.15

Status: Complete.



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- **LA Tourism and Convention Board Request**

On 7.24, Client forwarded Agency their recent correspondence with the Los Angeles Tourism and Convention Board requesting their insight on the information they had regarding the development in Downtown. Per Client request, Agency reviewed and forwarded the document to Client for input and approval on 7.24. Agency recommended and received Client approval to forward the Q2 Market Report to Tourism Board upon its approval. Upon receiving approval, Agency forwarded Q2 2015 Market Report to Tourism Board on 8.06 for use in developing their story on current downtown development.

Status: Complete.

- **Q2 2015 Market Report Press Release**

On 7.29, Client sent over the approved Q2 Market report in addition to notes regarding the key findings in the reporter for Agency to begin drafting press release. Agency informed Client on 7.30 that the team had begun reviewing the notes and report prior to writing the press release. On 7.31, Client informed Agency that the report itself had not been approved for distribution, but was O.K. for Agency to reference.

On 8.03, Agency submitted Q2 2015 Market Report Press Release to Client for review and approval. Upon receiving Client feedback on 8.04, Agency incorporated changes and resent for review on 8.04. Client provided Agency with final copy of the Q2 2015 Market Report for reference, and Agency revised press release so statistics matches the official report. Upon resubmitted to Client, Client provided additional round of feedback and sign-off on 8.06. Agency immediately began distribution to national, local and trade media.

On 8.11, the editor at DTLA Life magazine informed Client that the report would be incorporated into the publication's current August issue.

On 8.18, Agency received interest from the editor at Western Real Estate Business, who offered a Byline opportunity for Client outlining the Q2 2015 Market Report in the LA Market feature of their October Issue. Agency relayed the opportunity to Client, advising of the 9.14 deadline. Agency sent follow up email regarding the opportunity in order to receive Client direction on 8.25. Client chose to proceed with the Byline opportunity and requested Agency to draft then submit for approval prior to sending to editor. Agency is currently drafting Byline for Client review and approval and once sign off is received, Agency will send to editor.

Media Coverage

DTLA Life	8.01.15
89.3 KPCC	8.07.15
Curbed LA	8.07.15
Los Angeles Times	8.25.15
Los Angeles Business Journal	8.24.15

Plus other references including E&Y Report. Other references to the report sure to follow. Agency will monitor and send to Client.



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Status: Distribution complete. Agency to complete Byline draft and to send to editor upon Client approval. Following submittal of Byline, Agency will monitor for coverage in Western Real Estate Business's October Issue.

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Evid. Code
s. 1040

[REDACTED]

• **France Media Advertising Opportunity**

On 8.04, Client forwarded Agency an advertising opportunity presented by a representative at France Media. Agency informed Client that the publication is already on their editorial contact list and requested Client continue to forward over these types of opportunities.

Status: Complete.

Non-
responsive

[REDACTED]



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- **Beacon Study / Demographic Survey**

Agency currently remains on standby for further Client direction on use/promotion of the Beacon's Downtown Study and pending DCBID Demographic Survey.

Status: Ongoing. Pending further Client feedback and direction.

- **Q1 2015 Market Report Press Release**

Subsequent to the distribution and pitching of the DCBID Q1 Market Report to targeted media outlets, Agency secured an interview opportunity for Carol with Real Estate Forum for their upcoming Los Angeles Market Update. While Carol was unable to accommodate the interview by the reporter's deadline, the Agency managed to secure editorial coverage feature the Q1 Market Report in addition to Nick Griffin Commentary that had previously gone unused from a previous interview with Kelsi Borland regarding Get Urban. Agency had been monitoring for publication.

Media Coverage

Real Estate Forum

JUL/AUG '15

Status: Complete.

- **MEDIA TRAINING: Nick Griffin**

Agency conducted an in-person Media Training Session with Nick Griffin, with Henna in attendance. Agency prepared a comprehensive Media Training Guide for the session, which outlined tactics and strategies to gain control over an interview situation, while ensuring the DCBID's desired messaging remains at the forefront. Following overview of tactics and strategies, the Agency conducted a mock interview format with Nick.

Status: Complete. Agency left Media Training Guides with Nick and Henna for subsequent review, practice and future reference.

- **PR TEAM MEETING**

Agency met with in-house marketing and economic development teams to obtain information on the upcoming DCBID/Bisnow Retail Symposium currently scheduled for November; Additional topics included review of Media Distribution List being utilized for DCBID press releases; general coordination and update on Market Reports; the DCBID's desire to be the go-to resource for data pertinent to DTLA's growth, etc.

MEETINGS/CALLS/EVENTS

Non-
responsive

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- AUG 19: INTRVW – Carol w/New York Times (C. Schatz, N. Smith)



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- AUG 19: MTG – Bisnow/DCBID Retail Event (N. Griffin, H. Sherzai, E. Shore, J. Marino, K. Macy, J. Halloran, N. Weiner)
- AUG 19: MTG – N. Griffin Media Training – (N. Griffin, H. Sherzai, K. Macy, J. Halloran)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- AUG Correspondence – (C. Schatz, [REDACTED] N. Griffin, S. Holley, M. Filson, E. Shore, H. Sherzai)

NEXT STEPS

Non-
responsive

- Execute upon the 2015 “pitch calendar” that combines editorial opportunities with key milestones in downtown LA.
- [REDACTED]
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to maximize the visibility and value of the DCBID Market Reports, pitching the BID as THE source for Downtown market information.
- Continue to provide public and media relation’s strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angeles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the ‘GET URBAN’ Creative and Tech Office Initiative.

ONGOING MONTHLY ACTIVITIES

- Research
- Clip Tracking
- Account Service
- Client Communication
- Account Report